

## MOTOR INDUSTRY IN BEST OF CONDITION

Period of Inflation and Excess  
Has Passed, Says  
H. O. Smith.

By H. O. SMITH,  
President Premier Motor Manu-  
facturing Company.

Never was there a time when the auto-  
mobile business promised a more health-  
ful future than now. In the past there  
existed what seemingly had been a large  
margin of gross profit, but as it is almost  
invariably the case when the apparent  
margin is abnormally large it breeds ex-  
travagance and induces many to rush  
into business unprepared and without  
giving it the necessary thought and con-  
sideration. It is fortunate that there was  
a comparatively large margin between  
flat costs and selling price.

With this industry the development  
period through which the automobile has  
been passing was costly—a great deal of  
ground being covered in a few years, the  
result of which, however, is amply borne  
out in the commercially perfect cars of  
to-day, developed from the few crude and  
vague ideas which were the inspirations  
looking to the perfection of the most  
modern, practical and wonderful trans-  
portation medium of all time.

The automobile of to-day would not  
have been a possibility and the automobile  
business could not be where it is today  
if this industry had fallen into the hands  
of pessimists—it required optimists, those  
who could see visions of the future. It  
has attracted the most alert and skilled  
engineers of the world, as is amply  
verified by the great accomplishment in  
developments over a brief ten years.

A review of what has been done, the  
various ideas which have been taken up  
and exploited will reveal the fact that less  
than 5 per cent. of the ideas introduced  
into the several makes of cars at various  
times have survived in any form; and, on  
the other hand, it is startling to note how  
many of the features which characterize  
the most up to date cars of to-day made  
their appearance in the early stages of  
the development of this industry.

This reflects due credit upon those  
engineers who through foresight and  
genius and a wonderful conception of  
conditions to be met at that early time,  
with so little experience, carved out and  
presented the ideas which have proven  
the basis of construction of the latest  
and most up to date automobile. This  
cannot be attributed to intuition or luck,  
especially where practical engineers had  
foreseen and carefully worked out these  
ideas—more than one idea—which stand  
out to-day as a standard in the latest  
and most modern car.

A healthy future can safely be  
predicted for the automobile business, as it  
has finally found its place among the  
large and important industries of the  
period. The experimental or development  
stage with its extraordinary expenses  
has been passed and for the future we  
can only predict such changes in the  
fundamentals of motor car design as tend

toward further refinements and economies.  
The business may be said to be safer be-  
cause of the fact that its gross margins  
have been reduced to normal and it no  
longer attracts the "get rich quick."  
Few realize the important part the  
motor car has played in a permanent and  
practical way in enhancing real estate  
and property values. One of the Boston  
commercial papers recently increased  
property values throughout the United  
States more than two billion dollars. We  
cannot shorten distances, but we are able

through the modern agencies to do the  
equivalent by reducing time. The motor  
car has in a very practical and general  
way brought parts otherwise remote into  
close proximity to business and important  
centres—in other words, has put many  
"places on the map."

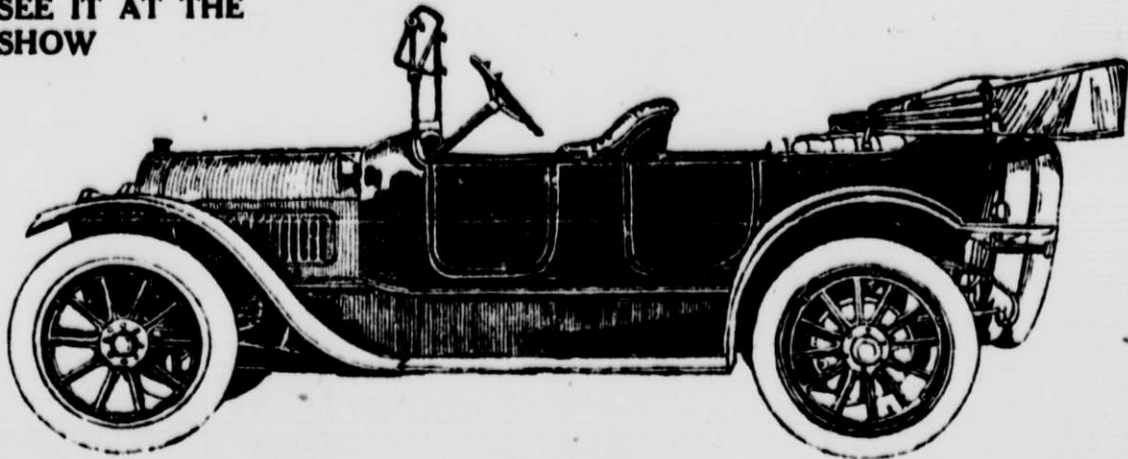
"Stream Line" Is Explained.  
George E. Daniels of the Oakland Motor  
Car Company comes forward with a plain  
definition of the term "stream line," thus:

"It was originally used in hydraulics by  
ship builders and designers of turbines  
and signified the path of least resistance,  
which is followed by a water particle  
when it is forced or deflected by an ob-  
ject. A stream line automobile body is  
so shaped as to cause the least resistance  
of the air when a car travels at high  
speed. You will notice that there is an  
absence of angles and that one sloping  
line is formed from the curved "V" shaped  
radiator to the cowl dash."

## POPE QUALITY HAS NEVER BEEN QUESTIONED

### THE NEW POPE-HARTFORD

SEE IT AT THE  
SHOW



POPE LONG STROKE MOTOR  
FOUR CYLINDERS  
FORTY HORSEPOWER  
ROLLER BEARING  
TRANSMISSION

Model "35"  
\$2250  
FULLY EQUIPPED

ELECTRIC STARTING  
ELECTRIC LIGHTING  
POPE CARBURETOR  
LEFT SIDE DRIVE  
CENTER CONTROL

Every Improvement—Every Convenience—Every Device, calculated to give prestige to the 1914  
Motor Car and proven Scientifically and Mechanically Worth While, is found as a component part of the  
New Pope-Hartford, Model 35. In combination with all these features, the basic principles of Pope Con-  
struction remain unchanged.

Model 35 is built in the POPE FACTORIES in Hartford.  
YOU CANNOT ASK FOR A BETTER CAR—YOU CAN-  
NOT GET A BETTER EQUIPMENT. The ROLLER BEARING,  
FOUR SPEED, selective type TRANSMISSION is recognized as  
the equal of any and in many respects SUPERIOR TO MOST  
of the transmissions in use, even in the highest priced 1914 models.

In accord with the practice now prevailing in this country  
and abroad, the STEERING gear is located at the LEFT SIDE,  
with gear change and brake levers in the center, at the  
driver's right hand.

The Braking surface has been considerably increased in area.  
The gasoline supply is force fed from a tank at the rear of  
the chassis, by pressure generated by a plunger pump, operated  
from the cam shaft.

The GRAY & DAVIS ELECTRIC STARTING AND LIGHT-  
ING SYSTEM has been materially improved. Its action is

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RESPONSIBLE BUILDERS OF RELIABLE MOTOR CARS

positive, quiet and economical in its consumption of electrical  
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We have designed NEW METAL BODIES for Model 35,  
wholly different in appearance from those heretofore used,  
combining straight line and curve effects, attractive and  
modish. Another new feature is the control board located be-  
neath the cowl, whereon are mounted the coil, lamp switch  
and other instruments, all grouped within convenient reach.  
TOURING CAR OR ROADSTER, \$2250—COUPE, \$2850.  
Rudge-Whitworth wire wheels optional at an extra charge.

MODEL 35 HAS BACK OF IT 36 YEARS' EXPERIENCE  
in the manufacture of highest grade mechanical vehicles and 18  
years in the making of Quality Automobiles. It contains  
Many Valuable Features not found in any other Motor Car.  
OUR CATALOG TELLS THE COMPLETE STORY. SEND  
FOR IT. THEN SEE THE CAR ITSELF.

Vellie

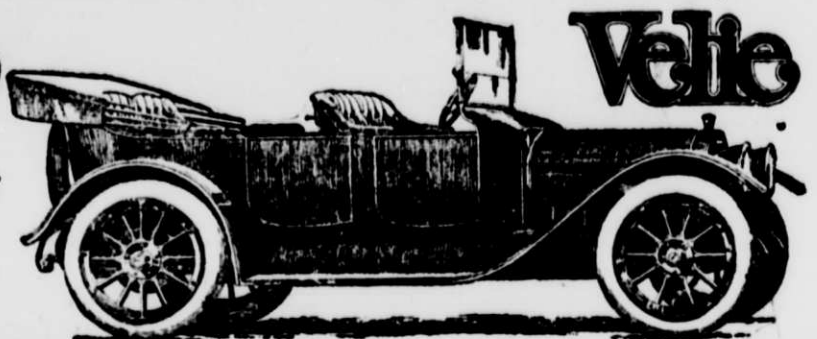
# To Those Familiar With Motoring Conditions In Europe

The most conservative car that is in reality a leader because  
of duplicating in the 4-cylinder model those famous continental  
Fours that have eliminated the heavy Six in the European  
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To the large number of American motorists who spend a portion  
of each year abroad, it will be gratifying to learn that a car  
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and can be purchased here.

The Velie also presents in the new Light Six Model a car of  
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1888 Broadway  
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# \$1000 REWARD

To any man, woman or child—motor car dealer

We will pay you \$1000 cash if you can find  
any American maker of a Poppet Valve Motor  
who will accept our advertised

## \$10,000 Challenge

The maker whom you induce to accept this  
\$10,000 Challenge must place his Poppet Valve  
Motor in the Laboratory of the Automobile Club  
of America and run it for 336 hours day and  
night without stop.

During the test he must not make an adjust-  
ment of any kind to the motor, carburetor,  
spark plugs or magneto—the record of the  
Moline-Knight.

The test must be run under the supervision  
of the A. C. A. Officials—and this \$10,000 Chal-  
lenge is open to any American make of Poppet  
Valve Engine, regardless of price, piston dis-  
placement, horse power or number of cylinders  
(Sixes preferred.)

Must equal Moline-Knight record.

The World's Record for power, endurance and

economy made by the Moline-Knight is as  
follows:

TIME—336 hours continuously.

ADJUSTMENTS—to motor, carburetor, spark  
plugs, magneto—none.

SPEED—1117 revolutions per minute.

POWER—Average 38.3 H. P. (A. L. A. M. rat-  
ing requiring only 29.16 H. P. at 1100  
revolutions.)

NOTE—At the end of the 336 hours the speed  
was increased to 1682 revolutions and  
the Moline-Knight developed 53 H. P.  
for one hour.

## \$1000 Reward

As no Poppet Valve maker has as yet shown  
enough faith in his product to accept the \$10,000  
Challenge of the Moline-Knight, we will cheer-  
fully pay \$1000 Reward to any car owner, dis-  
tributor, dealer, any one who will induce any  
maker to accept this \$10,000 Challenge, which  
is covered by a Certified Check we have depos-  
ited at the Broadway Trust Company.

Four Cylinder  
Five Passenger

\$2400

The "Four" that makes  
the "Six" unnecessary



Holds World's Record for  
Power, Economy, Endurance

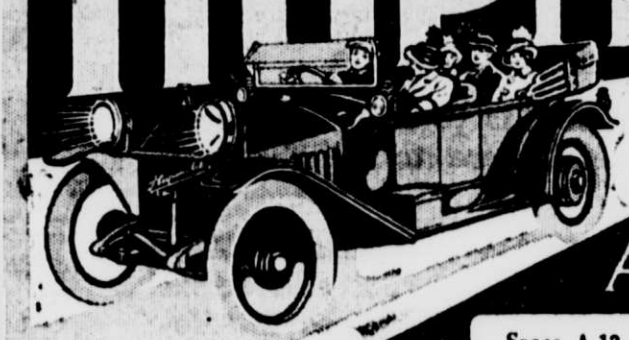
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